

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Softronics Ltd

Iowa Center for Industrial Research and Service

#### Softronics Achieves ISO Certification

##### Client Profile:

Softronics Ltd. is a veteran-owned small business engaged in the design and manufacture of state-of-the-art electronic equipment and systems for both commercial and government markets, specializing in radio systems for any application. Softronics employs 20 people at its facility in Marion, Iowa.

##### Situation:

Softronics needed a way to convince its customers that it could scale its operations when required to do so. ISO certification was seen as a means to document its procedures and thus gain that needed credibility. Softronics contacted the Iowa Center for Industrial Research and Service (CIRAS), a NIST MEP network affiliate, to help with ISO 9001 implementation

##### Solution:

CIRAS' ISO specialist Verl Anders provided guidance and trained Softronics employees using questions similar to those they would later experience when going through an actual ISO audit. As work toward certification progressed, Softronics' Director of Operations Tony Nurre and Quality Assurance Manager Claudia Wiles continued to document the procedures the company used and map out the additional ones that would be required for certification. In October 2008, Softronics became ISO certified. As a result of ISO certification, Softronics received an order from Rockwell to produce 250 radios destined for airport control towers throughout the world. Each country wanted slightly different options. Accordingly, Softronics drew upon the workflow procedures the company had documented during the ISO certification process. The result was that Softronics was able to propose a modular design for the radios that could be readily adapted to each client's needs. By contrast, the designs proposed by Softronics competitors were not as flexible. In the years ahead, Nurre believes Softronics will produce about 10,000 radios as part of its contract.

##### Results:

- \* Achieved ISO 9001:2000 certification.
- \* Projected sales increase of \$200 million.
- \* Achieved a more competitive and profitable position.

##### Testimonial:

"The people at CIRAS were critical to Softronics becoming ISO certified. CIRAS took the time to understand our company and how ISO would work for us. Just as we customize radios for our customers, CIRAS helped us customize ISO 9001 for Softronics."

Tony Nurre, Director of Operations

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